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product, arouses more interest from the user, as it creates an «illusion» of involvement in the life of the brand.

This trend can be seen in YouTube statistics that 74% of users remember consistent ads better. Also Vertical content must be mentioned, because the completion rate for vertical videos is 90%.

The task of content critters is to create content in a convenient format for the user, which will increase audience engagement. Shoppable video is also rather popular. This trend can help increase brand awareness, attract new audiences, capture leads and increase sales, as there is a deep user interaction with the brand in this method.

Some statistics on video marketing can be analyzed to prove mentioned above:

1) 80% of marketers say video content helped increase website traffic and generate leads;

2) 88% of users spend more time on sites with video content;

3) 55% of buyers on the site make purchases using video content posted on the site.

Thus, summing up all the above materials, we understand that video is a very useful and working tool in marketing. With its help, targetologists achieve a higher CTR, accordingly, advertising works better than it would be just a photo-creative. This marketing tool is used by a large number of world famous companies. Video creative is able to convey more information and lure a potential client to buy an advertised product or thing.

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Factors affecting consumer's online shopping buying behavior: International overview

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In today's world, everything depends on the Internet, from business and social interaction to shopping and education. After the outbreak of the COVID-19 and the onlineization of Universities, even education became more dependent on the Internet. 20 years ago, the Internet was just source of information and people just used as the

source for information sharing but nowadays it has become an essential human need and life is somewhat impossible without it. Moreover, changing people's personal lifestyles has led the people to use and do the things from internet instead of traditional way, which was limited, time consuming, difficult and expensive.

Online shopping is the activity of buying or purchasing good or services over the internet, or it can be a process of purchasing goods and services directly from a seller without any intermediary. Several years ago, people had to spend a lot of time to buying product from shops. Limited of products, services and time, as well as physical fatigue, etc., made shopping a difficult and tedious process but online shopping has solved all these problems due to providing a wide platform where customers are faced with a wide variety of products and services and can compare the product or service with deal of other intermediaries and also choose one the best deals for them.

The digital population worldwide as of January 2021 is almost 4.66 billion people who are active Internet users worldwide – 59.5 percent of the global population. Of this total, 92.6 percent (4.32 billion) accessed the Internet via mobile device and China, USA and India have the highest digital population in the world [1]. This statistic shows that the number of Internet users is increasing every year and many people are going to make their purchases online in the next few years.

If we want to name the factors that make people use online shopping instead of traditional, it can be said that there are many factors that make people feel more comfortable than traditional shopping by online, including: much easier, much faster, much cheaper, more accessible, product comparability, variety and breadth of the product and user friendly which are the prominent factors that have increased the consumer's interest in online shopping. Although online shopping is very popular, many people still think that online shopping can be unreliable and don't have enough trust. Lack of the trust is one of the disadvantages of online shopping, which is due to the seller and buyer not facing each other.

As we know, customer trust in a product or service is associated with loyalty and when this trust is not established, the seller cannot expect the customer to buy again because seller not been able to develop trust with the customer. On the other hand, online retailers such as Amazon, Alibaba, Flipkart and etc., have also created and offered many offers along with attractive discounts which increases the traffic to their sites. These sites have been able to gain the customer's trust and confidence and become online shopping giants by offering quality product, fast and easy platform for customers, fast service and 24/7 response, as well as offering a wide variety of products that everyone around the world can use their service.

In addition to not trusting customers and not knowing online shopping is safe, it also has some disadvantages like:

- 1) having an internet connection and having a device (electronic gadgets) to setup and buy such as computer and mobile. So considering the low level of people in the society who do not have the ability to have mobile phones or laptops because it required extra money for arranging these two things and people who are not literate

in online shopping, it can be understood that apart of the society cannot afford online shopping because of this;

2) when we do not purchase goods after searching it online then it results in wasting of time. Sometimes the issue of diversity causes confusion and the customer cannot make the right decision which product wants and after hours of searching, finally leaves the internet without a choice and as a result wastes a lot of time;

3) choosing the wrong product means that when we order the wrong product, it takes time in reverse pickup, replacement and refund process;

4) online shopping in many countries has no delivery or does not work with those countries like Iran. Iranians cannot buy from Amazon, Alibaba, Flipkart or any other shopping sites outside of their country and also their bank accounts do not work outside of their country.

A lot of research has been done to find the answer to the questions of «what makes customers buy from Internet» and identifying the driving factors which affect consumer's online shopping behavior, what drive consumers to buy online.

According to research there are 6 main factors that affect consumer's online shopping buying behavior. These factors are: Perceived risk (a very large percentage of people in the community are afraid of online shopping and do not prefer online shopping because they think that their account information will be leaked and others will want to withdraw money from their account); Perceived ease of use and usefulness (many people prefer traditional shopping to online shopping because they think that traditional shopping is convenient, easier than online shopping which is complex and time-consuming); Economic factors (service provided by sites or seller. Three statements have been found on this factor, all of which were interlinked. There are Easy refund and return policy, Prefer online shopping. It is easy to say that people only buy from sites that have a good reputation and services such as Amazon and Alibaba and If online prices are lower than actual price they purchase the product or better to say they can trust and buy from these sites after comparing prices); Experiences (is one of the factors that people do not go to online shopping is that either they or someone around them has not a good experience with online shopping and this previous experience has made the customer lose trust in all online shopping sites); Availability of products information (these factors make online shopping not as comfortable and secure as traditional shopping because the customer wants to have a lot of information about the product. they want to buy but many sites offer only a little information about the product and it is not enough to convince the customer to buy); Availability of products (lack of trust due to not seeing and touching the product is another factor that customers cannot trust online shopping).

The world today is completely dependent on the internet, and not having access to the internet or not knowing how to use it, makes it impossible to do many things. Shopping is one of the things that can be done online today. Online shopping is the activity of buying or purchasing good or services over the internet. Many people find online way very convenient, fast and safe and some of them find it unreliable, time consuming and expensive and because they cannot see and touch the product, they cannot trust the online shopping. Some of them have a bad previous experience with

buying online or the product was sent wrong, the product was different from the product on the Internet it was more expensive or even was an internet scam, they no longer want to buy online. Online shopping platforms such as Amazon, Alibaba, Flipkart and etc., have been able to capture the majority of online shopping on the internet by creating a secure environment, expanding product diversity and providing fast and free services and good customer – oriented service. These sites, by solving many issues that customers could not trust online shopping and building fame and confidence were able to become major bugs of online shopping.

It is expected that in the next few years all human daily work will be done through the internet and online sellers can gain people's trust by building reliable platforms and better services.

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The importance of social media promotion and ways of its implementation
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For any business today, a social media presence is essential. Social media in marketing has become the perfect communication tool to build and engage community, acquire new customers and increase traffic to site of any company.

To make marketing or advertising campaigns more effective, advertising on social media or publishing sponsored content allows to company's management to customize actions to distribute promotional content to different networks.

There are some tips on how to choose the right social media for company's advertising campaigns according to company's marketing goals.

First of all, company should answer the question – «why to advertise on social media?». As the number of social platforms and the number of users grows, it becomes very difficult to achieve visibility organically. Various algorithms limit visibility, forcing brands to pay to be visible to consumers and to attract new customers. As of early 2019, the estimated reach is about 2% of a brand's natural page subscribers. Therefore, it becomes important for brands to consider advertising on social media to become more visible than competitors and attract new leads.

Second, company should identify the right target and define its segments. In order to start implementing a good strategy, company need to define target audience and identify its various segments. Indeed, segmentation allows company to